

South Carolina Statewide Lodging Outlook Report
December 2015

	Occupancy Rate		Average Room Rate		RevPAR*		Room Revenue	Rooms Available	Rooms Sold
Current Month: December 2015	December 2015	% Chg	December 2015	% Chg	December 2015	% Chg	% Chg	% Chg	% Chg
United States	53.0%	0.8%	\$115.81	2.4%	\$61.41	3.2%	4.7%	1.5%	2.3%
South Atlantic**	56.1%	2.1%	\$113.38	3.9%	\$63.57	6.1%	7.4%	1.2%	3.3%
South Carolina	48.2%	7.8%	\$82.73	5.4%	\$39.85	13.6%	14.8%	1.0%	8.9%
Year-to-Date: January through December 2015	Jan-Dec 2015	% Chg	Jan-Dec 2015	% Chg	Jan-Dec 2015	% Chg	% Chg	% Chg	% Chg
United States	65.6%	1.7%	\$120.01	4.4%	\$78.67	6.3%	7.4%	1.1%	2.9%
South Atlantic**	66.6%	2.6%	\$116.36	5.0%	\$77.49	7.8%	8.8%	0.9%	3.5%
South Carolina	62.3%	2.1%	\$104.88	5.0%	\$65.36	7.2%	8.2%	0.9%	3.1%

*RevPAR = Revenue Per Available Room, i.e., total room revenue divided by total number of room nights.

**South Atlantic Region is comprised of: Maryland, Delaware, West Virginia, Virginia, North Carolina, South Carolina, Georgia, Florida

Only hotels with 10 or more rooms are included in the table above

All percent change is versus the same period in the previous year

Source: STR, Inc.

Three Month Occupancy Outlook for South Carolina

		January 2016	February 2016	March 2016
STR, Inc. <i>From October 2015 Forecast Report</i>	Occupancy Forecast	43.6%	54.8%	64.4%
	% Chg vs same month in 2015	-3.6%	-2.1%	-0.7%
TravelClick <i>From Bookings as of 01/14/16</i>	Occupancy from Current Bookings	33.5%	10.9%	7.0%
	% Chg vs same month in 2015	6.4%	7.0%	-3.5%

Source: STR, Inc. and TravelClick